Proposal Tips

- ✓ **Adhere to the Section L requirements.**
- ✓ **As per L15, include only the signed SF 33/30s and Section K in Volume I, Part 2; there's no need to include the entire solicitation or amendments.**
- ✓ **DCAA will audit the price proposals. Audit reports are advisory to the KO; the bottom line is whether or not your price is competitive.**
- ✓ **Price proposals should include supports costs. In the event of discussions, this will help the contracting office help you.**

Proposal Tips

- ✓ **It might be helpful to keep in mind that price, past performance, technical, and socio/JWOD/MBA are evaluated separately and by different evaluators.**
- ✓ **Be descriptive in the information you provide with your past performance.**
- ✓ **Your proposal, and especially your technical proposal, should not contain marketing or promotional materials.**
- ✓ **Past performance should be confined to that volume. Don't talk about what you did on so-and-so contract in your written plans.**

Proposal Tips

- ✓ **The solicitation is the official requirement and should be the basis for your proposal; however, it should not BE your proposal.**
- ✓ **L17 (oral presentation instructions) is not all-inclusive; it contains the MINIMUM requirements.**
- ✓ **Your oral presentation should be organized as you deem best; L17(k) is not an outline.**
- ✓ **The oral presentation must address "HOW".**
- ✓ **It's not important to bring a lot of people to the oral presentation – it's important to bring the RIGHT people.**

Proposal Tips

- ✓ **Content is more important than appearance; HOWEVER, make sure your proposal is readable. Consider font type and size, highlighting, matte/glossy paper, organization, etc.**
- ✓ **Avoid generalities.**
- ✓ **The requirements in L19, L20, and L21 must be addressed with specifics.**